

MARS ADAMS

They/Them

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EXPERIENCE

Point B Communications | *Art Director*
Chicago, Illinois | August 2023–Present

Developing brand identities and conceptualizing campaign directions for clients in workwear, hospitality, and senior living. Creating digital advertisements and print collateral. Communicating with account team members to exceed client goals.

SevenDesign | *Brand Design Intern*
Sausalito, California | January 2022–April 2022, August 2022–December 2022

Extended brand identity systems to web, signage, and promotional applications. Chiefly participated in Visa Direct rebrand implementation and Osmo Hydration promotional projects. Collaborated and critiqued with lead designers.

Brand Strategy LLC. | *Graphic Design Intern*
Cincinnati, Ohio | May 2021–August 2021

Ideated logo and wordmark concepts, developed web designs, and enhanced internal documents with cohesive branding. Observed client communication and feedback processes. Adapted to project changes in a timely manner.

PlayMonster LLC. | *Graphic Design Intern*
Beloit, Wisconsin | January 2020–May 2020, August 2020–December 2020

Designed packaging and instructions for toys and games consistent with their brand guidelines. Gained insight into the process of package design, including die line creation, prototyping, proofing, and participating in line reviews.

EDUCATION

University of Cincinnati | *College of Design, Architecture, Art, and Planning*
B.S. in Communication Design, Ullman School of Design

SKILLS

Adobe Creative Cloud, Figma, Google Suite, JavaScript p5.js, Microsoft Suite, Miro, Wordpress Elementor

ACTIVITIES + AWARDS

Title Magazine Senior Designer, Design For America Team Lead, Club Ultimate Frisbee Spirit Captain, Co-op Ambassador, Cincinnati Scholar, Dean's List